Bethesda Downtown Design Advisory Panel

Submission Form

PROJECT INFORM	IATION			
Project Name				
File Number(s)				
Project Address				
Plan Type	Concept Plan	Sketch Plan	Site Plan	
APPLICANT TEAM				
	Name	Phone	Email	
Primary Contact				
Architect		-		
Landscape Architect				
PROJECT DESCRI	PTION			
	Zone	Proposed Height	Proposed Density (SF and FAR)	
Project Data				
Proposed Land Uses				
Brief Project	Check if requesting ac	Iditional density through the Bethe	sda Overlay Zone (BOZ)	
Description and		ount of density (SF and FAR):	Sua Overlay Zone (BOZ)	
Design Concept	in you, maloute the amount of density (or and l'Art).			
(If the project was				
previously presented				
to the Design				
Advisory Panel,				
describe how the				
latest design				
incorporates the				
Panel's comments)				



Exceptional Design Public Benefit Points Requested and Brief Justification	

DESIGN ADVISORY PANEL SUBMISSION PROCESS

- 1. Schedule a Design Advisory Panel review date with the Design Advisory Panel Liaison.
- 2. A minimum of two weeks prior to the scheduled Design Advisory Panel meeting, provide the completed Submission Form and supplemental drawings for review in PDF format to the Design Advisory Panel Liaison via email.
- 3. Supplemental drawings should include the following at Site Plan and as many as available at Concept and Sketch Plan: physical model or 3D massing model that can be viewed from different perspectives in real time at the panel meeting, property location (aerial photo or line drawing), illustrative site plan, typical floor plans, sections, elevations, perspective views, precedent images and drawings that show the proposal in relationship to context buildings and any planning board approved abutting buildings in as much detail as possible. Provide a 3-D diagram or series of 3-D diagrams that illustrate side-by-side strict conformance with the design guidelines massing and the proposed project massing. The diagrams should note where the proposal does not conform with the guidelines and how the alternative treatments are meeting the intent of the guidelines.

7000 Wisconsin Avenue Site Plan Submission Supplemental Narrative for November 20th Design Advisory Panel Meeting

I. <u>Introduction and Existing Conditions</u>

Starr Capital LLC and Woodfield Development Company (collectively, the "Applicant") are the developers of the property identified as 6936 through 7000 Wisconsin Avenue (the "Property"), located at the northwest corner of the intersection of Woodmont Avenue and Wisconsin Avenue, in the Wisconsin Avenue Corridor of Downtown Bethesda. The Property is located in close proximity to a number of retail, residential, and employment uses. The Property is located within a quarter mile of the southern entrance to the Bethesda Metro Station as well as the new Purple Line Station that are both currently under construction.

The Property is currently improved with a single story retail building of approximately 25,000 square feet of leasable area as well as a surface parking lot with 15 parking spaces, with current tenants including Mattress Firm, Orvis, and a martial arts studio. Vehicular access to the Property is currently provided through a curb-cut on Wisconsin Avenue as well as through a 20-foot public alley located to the rear of the Property with connections to Woodmont Avenue and Bradley Boulevard (the "Public Alley"). While the platted Public Alley is 20 feet wide, the improved and paved portion of the alley is as wide as 29 feet along the southern portion of the Property's frontage and further to the south. The Property is located to the south of a single-story FedEx store and the recently developed Bethesda Solaire project (multifamily units above True Food Kitchen) that is located across Woodmont Avenue. Immediately to the south of the Property are a number of retail buildings, including a Verizon store and a Mattress Firm store, and further to the south is the Adagio Apartments closer to the intersection of Bradley Boulevard and Wisconsin Avenue. The Strathmore garden-style apartments are located immediately to the west of the Property across the public alley.

II. Proposed Development

The Site Plan proposes a mixed-use development with up to 195 multifamily dwelling units, approximately 9,800 square feet of ground-floor commercial uses, underground parking, public/private open space, and private amenities (the "Project"). The Project will provide 17.6% Moderately Priced Dwelling Units ("MPDUs") exceeding the required amount at 15% and in accordance with one of the Bethesda Downtown Sector Plan's (the "Sector Plan") primary objectives of increasing affordable housing opportunities in Downtown Bethesda.

While the Property is zoned to allow 120 feet in building height, the Sector Plan states that the height of the Project should be limited to 110 feet unless the redevelopment includes a movie theater. The Applicant is seeking an additional 12 feet of building height beyond 110 feet (for a

total height of 122 feet) through the provision of greater than 17.6% MPDUs as authorized by Section 59-4.9.2.C.3.b of the Zoning Ordinance.¹ The Site Plan includes 22-foot wide through-block connection to allow for future pedestrian access between Wisconsin Avenue and Strathmore Street. A portion of the through-block connection is covered (approximately 61 feet in length) with a minimum vertical clearance of 25 feet and the remaining portion is open to the sky (approximately 75 feet in length). The northwestern portion of the Project is setback 7 feet from the adjacent property (7008 Wisconsin Avenue) to allow for pedestrian access as well as access to light and air at the upper levels. While the Applicant does not control the properties on the western side of the Public Alley, the Site Plan incorporates a marked pedestrian crosswalk from the through-block connection to an existing pathway that leads to Strathmore Street.

This Site Plan submittal is specifically focused on addressing all three of the DAP recommendations from the May 22nd meeting. Each of these recommendations is identified below with a summary of how the Applicant's Site Plan design addresses each comment as well as an analysis of the Proposed Development's compliance with the relevant Bethesda Downtown Plan Design Guidelines (the "Design Guidelines").

DAP Recommendation 1. Design a lower base height of approximately 35-45 feet to be in proportion to the height of the buildings and step-back the floors above no less than 5 feet, with 10 feet step-back recommended.

Response: Per the DAP's recommendation, the Applicant studied reducing the base of the building and increasing the tower step-back along Wisconsin Avenue at the upper floors. It was decided that for the viability of the project and visual integrity that a base of 45' and a setback of 6' is the appropriate direction for the following reasons:

- 1. The base height of 45' is approximately 1/3rd the height of the building, which is proportionally better than either a lower base or the maximum 70' allowed by the Design Guidelines.
- 2. The step-back of 6' is the proper dimension to setback the upper floors and a provide smooth transition from the lower floors, visually and in terms of constructability. If the base has a solid appearing façade it would in all likelihood be comprised of an exterior wall that is 1' thick. Within the residential floors in the base of the building, the inset

¹ The average residential floor plate is proposed to measure approximately 15,370 square feet and the average dwelling unit size is proposed to be approximately 809 square feet. The Project is proposed to include 5 additional MPDUs beyond the minimum required at 15%, which amounts to approximately 4,045 square feet of gross floor area. Therefore, the Applicant is seeking approval to increase the allowable building height by one floor (12 feet) to accommodate these additional MPDUs such that up to 122 feet is authorized for this Project.

balconies of 5' beyond that 1' thick exterior would add up to the 6' of the setback floors above. The shadows and insets of the base would therefore align with the floors above.

- 3. The combination of the 45' base and 6' step-back for the upper floors preserves the integrity of the residential floor with the dwelling unit mix, a courtyard of 39' x 48' in the southwest corner of the floor plate, and quality dwelling units that provide access to light and air. If the step-backs are greater or a different combination, the majority of the dwelling units become too deep for dwellings with 9' ceilings, it would change the unit mix to have a majority of units with interior dens as bedrooms, and the party walls would lengthen while the courtyard would shrink (thereby decreasing the amount of air and light available)
- 4. In order to create the most successful retail at the ground floor, a 6' step-back would allow for a single line of columns to support the upper floors rather than a double row of columns. A step-back of greater than 6' would require either reduced ceiling heights for thicker transfer slabs, beams or a double line of columns at the front of the building which would have to carry down through the retail and into the garage. Having a set of columns near the exterior on the retail level compromises quality retail and makes it challenging for legal parking spaces below to become usable.
- 5. The Applicant is incorporating a four and half (4.5') foot building setback along the northern portion of Property's frontage on the Public Alley. This additional building setback allows for a 29-foot paved section in the Public Alley to benefit vehicular circulation and loading operations. However, it also results in a loss of building square footage to the Project. In this respect, the maximum tower step-back that can be provided along Wisconsin Avenue is 6 feet if the Project is to remain economically viable.

<u>DAP Recommendation 2</u>. Provide a clear drawing of the alley connections, dimensions and turning movements for trucks..

Response: The Applicant has coordinated the design of access and loading for the Project with the Montgomery County Department of Transportation (MCDOT) over the past year. The Applicant has conducted extensive technical and operational studies of the Public Alley during this time. In consultation with MCDOT, the Applicant has committed to providing a 4.5' building setback from the Public Alley to allow for a paved 29-foot alley section along the Property's frontage. In connection with this building setback from the Public Alley that will provide additional width in the alley, the Applicant will remove all dumpsters, utility poles and street lights along the Property's frontage and reconstruct this portion of the Public Alley through the redevelopment process. As reflected by the plan submittal identified below, the Project's design will accommodate

safe and efficient vehicular access and loading operations from the Public Alley. The following materials are included for informational purposes:

- 1. An existing conditions exhibit that reflects the dimensions of the Public Alley and all connections;
- 2. A truck turning template exhibit for a 30-foot service truck with the additional alley pavement accommodated by the 4.5' building setback; and
- 3. A car passing exhibit with the 4.5' building setback, which demonstrates that there is sufficient area for passing (in both the north and southbound travel lanes) when a vehicle temporarily stops in the Public Alley.

DAP Recommendation 3. Provide a landscaping plan to illustrate how the site design works.

Response: The Site Plan includes a detailed landscape plan to illustrate how the public realm will be enhanced through plantings and hardscape features along Wisconsin Avenue and the public through-block connection. The eastern portion of the public through-block connection includes hardscape and plantings that will create a pedestrian-friendly environment and complement the ground-floor retail that is proposed to wrap the through-block connection and Wisconsin Avenue streetscape. With respect to the western portion of the public through-block connection, the landscape plan reflects an interim condition that will be implemented with the Project. The adjacent property to the north (7008 Wisconsin Avenue) includes an 18-foot private alley that is subject to an easement benefitting the Property. The Applicant has coordinated with the adjacent property owner such that this private alley will continue to function as a loading space in the interim, but in the long-term, the Applicant will work with the adjacent property owner to expand the public through-block connection when it redevelops such that this portion of the public through-block connection will be in excess of 20 feet wide. In the interim condition, this portion of the public through-block connection (7 feet wide) will be separated by bollards to allow for safe and efficient pedestrian circulation. As illustrated in the interim condition and future conditions plan, the Applicant is proposing a grand stairway that will allow for pedestrian circulation from Wisconsin Avenue to the Public Alley, which accounts for the grade change from the front to the rear of the Property.

III. Requested Public Benefit Points for Exceptional Design

The Applicant is seeking a minimum of 20 public benefit points in the category of exceptional design due to the fact that the Project satisfies the criteria identified in the CR Zone Incentive Density Implementation Guidelines. The Applicant's justification for 20 public benefit points is as follows:

1. Providing innovative solutions in response to the immediate context.

The Project includes a 2-story covered open space which will allow for public access through the Property and establish the initial phase of a through-block connection for the entire block. The ground floor and lower level floors along the Public Alley to the rear will be animated with retail and residential uses. A courtyard is proposed above the ground-floor retail uses (starting at the 2nd floor) which is located at the southwest corner of the Property thereby providing the best access to light and air for both the Project and neighboring properties. The Applicant has coordinated this design with neighboring property owners to provide a comprehensive solution.

2. Creating a sense of place and serves as a landmark.

The Project is includes both multifamily residential and commercial uses. The addition of multifamily dwellings units with entries and balconies on the through-block connection will allow for greater connectivity between Wisconsin Avenue and Public Alley to the rear. In this respect, the Project will enhance wayfinding for the entire block.

3. Enhancing the public realm in a distinct and original manner.

The Project will provide a dedication of additional right-of-way on Wisconsin Avenue that will enhance the streetscape with a wide, free and clear pedestrian through-zone that is lined with street trees and landscaping. The retail uses and lobby along Wisconsin Avenue include a 2-story articulation that will turn into a 2-story covered open space perpendicular to Wisconsin Avenue. The retail uses will enhance the public street, wrap internal to the Property and activate the public open space and streetscape. The Applicant's commitment to provide a 4.5' building setback along the Public Alley will enhance the functionality of this space for the adjacent property owners and residents. The Applicant has coordinated upgrades to the Public Alley with neighboring property owners who currently use the Alley for loading and access.

4. Introducing materials, forms or building methods unique to the immediate vicinity or applied in a unique way.

The Project, while a mid-block building, includes a base, middle and top. The Site Plan incorporates a highly articulated 45-foot base and a 6-foot step-back above that allows for a human-scaled building edge. The articulation and materials will transition around the building creating connectivity and a compatible relationship between the Wisconsin Avenue streetscape and rear of the Project that fronts on the Public Alley.

5. Designing compact, infill development so living, working and shopping environments are more pleasurable and desirable on a site.

The Project will provide a variety of uses, unit types, and minimize on-site parking. The Project will enhance the ground planes both at the Wisconsin Avenue streetscape and alley level to provide a porosity within the block and allow for further interaction of the residential uses above and the neighboring existing residential uses to access the ground planes from multiple directions and points of entry.

6. Integrating low-impact development methods into the overall design of the site and building beyond green building or site requirements.

The Project will remove the existing curb-cut on Wisconsin Avenue and provide all vehicular and loading access from the Public Alley to the rear of the Property, which is consistent with Section 2.3.3 (Servicing, Access and Parking) of the Design Guidelines. The arrangement of the typical floors will provide a courtyard at the southwest corner of the Property, thereby providing access to light and air for both the Project and neighboring properties.

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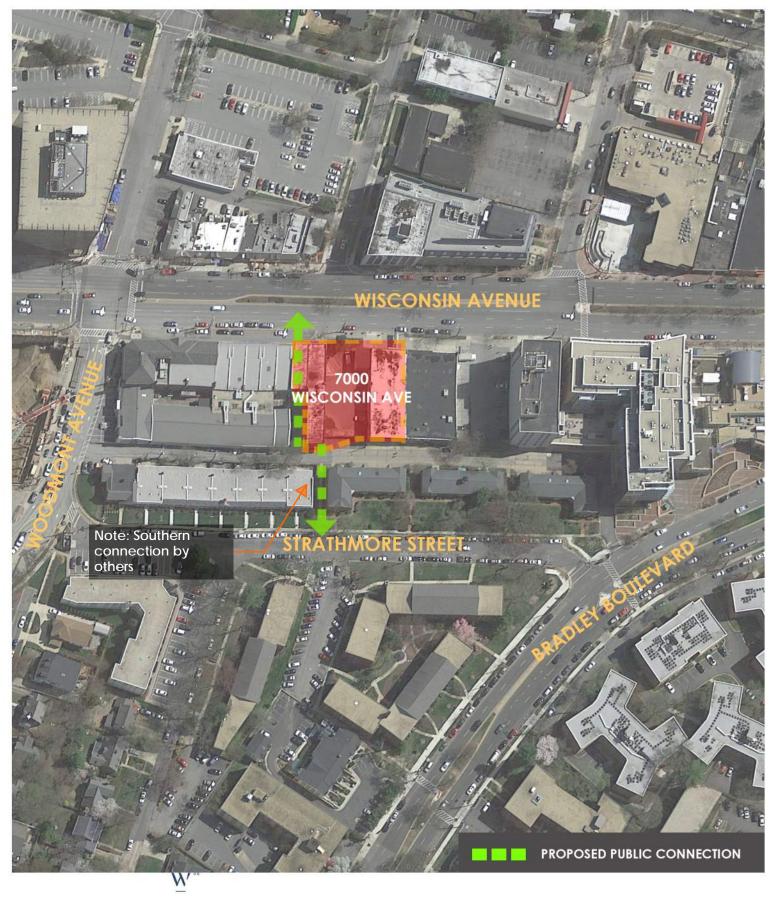
7000 Wisconsin Ave Bethesda, MD

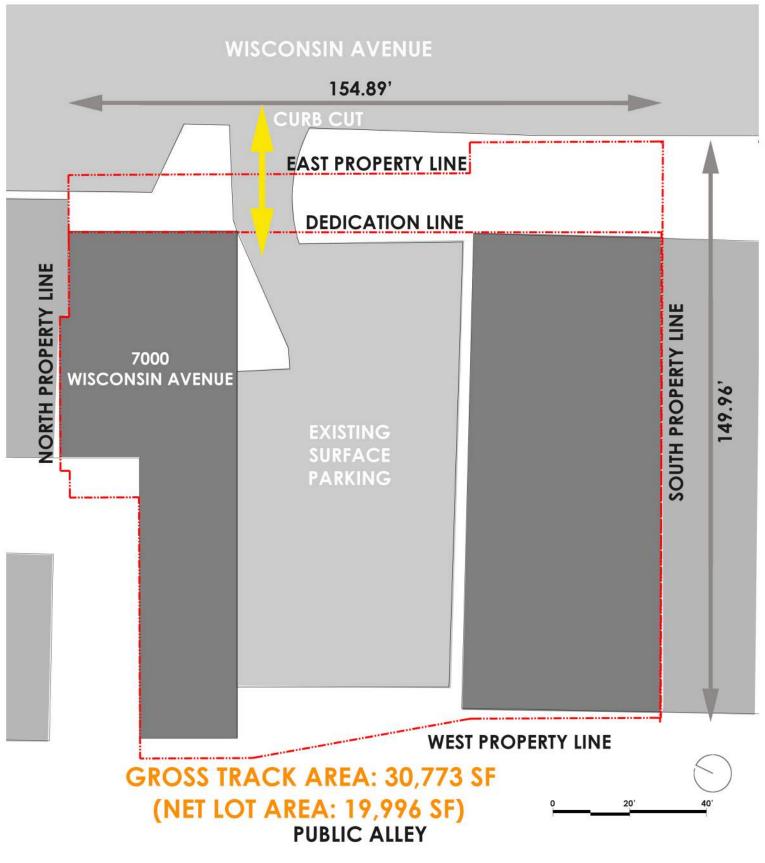
NOV. 7th, 2019 **SK+I** ARCHITECTURE

Design Advisory Panel Pre-Submission Prelimininary Plan and Site Plan

Woodfield Development and Starr Capital





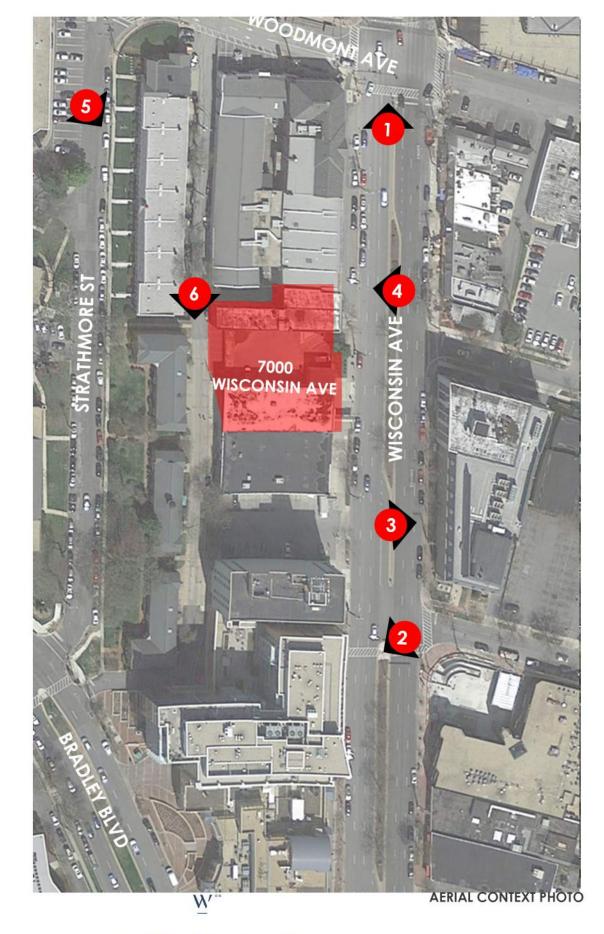




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7000 Wisconsin Ave.

Bethesda, MD















7000 Wisconsin Ave.

Bethesda, MD

Wisconsin Avenue 2.1.2 Urban Boulevard Urban Boulevards typically carry a significant amount of pedestrian, bus and vehicular traffic, and connect to major transit nodes. These streets are predominantly lined by highrise buildings with a mix of commercial and residential uses. Examples of Urban Boulevards include Wisconsin Avenue and Old Georgetown Intent: Building and sidewalk design along Urban Boulevards should ensure both +90' efficient pedestrian flow and comfort buildings and streets. Table 2.01: Urban Boulevar A. Planting/Furnishing Zone: 6- 10 ft. B. Pedestrian Through Zone: 10- 20 ft. C. Frontage Zone*: 0- 10 ft. CR 3.0 **Building Placement** D. Build-to Line: 25-30 ft, from street curb C3.0 R2.75 E. Base Height: 3-6 stories (35-70 ft.) F. Step-back: 10-15 ft.** H122' **Alternative Treatments** ** On this street type, buildings under 120 ft. may consider alternative methods to reduce tower bulk other than step-backs. These are outlined in Section +110 2.4.8 Tower: "Menu" of Methods to Reduce Bulk. eliminated particularly near transit stations to provide a wider Pedestrian Through Zone. separation from the side and rear 14 BETHESDA DOWNTOWN PLAN DESIGN GUIDELINES | JULY 2017 property line street property line base +90' +70 tower tower separation base

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Bethesda, MD

NOV. 7th, 2019



2.4.8 Tower: "Menu" of Methods to Reduce Bulk

Intent: Downtown Bethesda is an important location in Montgomery County for increased building heights to accommodate future growth. However, collectively, buildings at taller heights can be an imposing presence on the public realm by casting large shadows, limiting sky views and creating an uncomfortable scale for pedestrians.

A. Limit Tower Floor Plate

Reduced tower floor plates limit shadows on the public realm and allow access to sky view while also improving the quality of the building's indoor environment.





B. Use Unique Geometry

Varied geometry adds visual interest and helps to reduce the perceived bulk of a building's upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points. They can enhance privacy between towers in close proximity by directing views away from nearby windows.





C. Vary Tower Heights

Whether creating a large development with several towers, or an infill development between multiple existing towers, variation in building height can reduce the imposing massing of several large structures built adjacent to each other.













Conceptual and for Illustrative Purposes Only



There are several ways to reduce the actual bulk of a building's upper floors or to creatively reduce the perceived bulk of the building. Below is a menu of design techniques that can be used to sculpt building towers and achieve a varied skyline responsive to human scale. Every project is not required to apply every method; however, several should be used in combination to best meet the guideline intent.

D. Modulate and Articulate **Facades**

Techniques to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs and balconies; changes in facade planes; and varied fins, frames and mullions to add depth to glass facades.





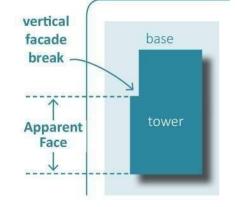
E. Vary Tower Placement and Orientation

Similar to variation in tower height, variation in tower placement and orientation can increase perceived separation between towers, reduce the perceived imposing massing of several adjacent towers and increase privacy by orienting views in different directions.

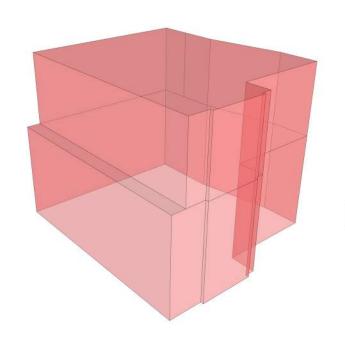


F. Limit Apparent Face

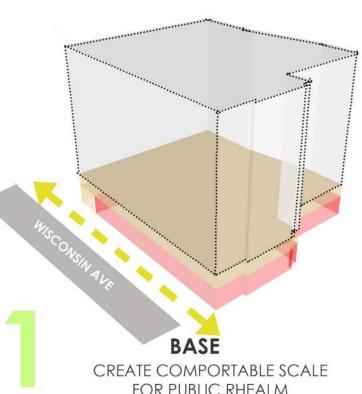
The apparent face is the length of a facade plane that is unbroken by vertical changes in depth. Limiting this length reduces the perceived bulk of a long building facade.



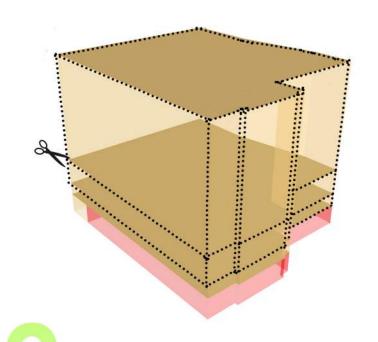




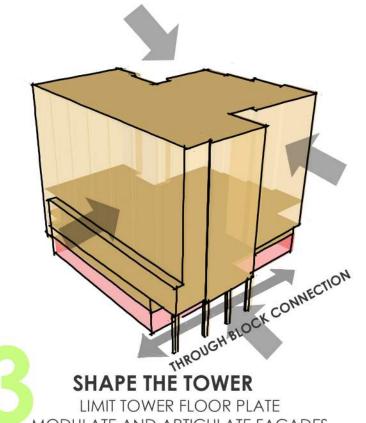
STRICT INTERPRETATION OF THE DESIGN GUIDELINES







TOWER REDUCE BULK



MODULATE AND ARTICULATE FACADES



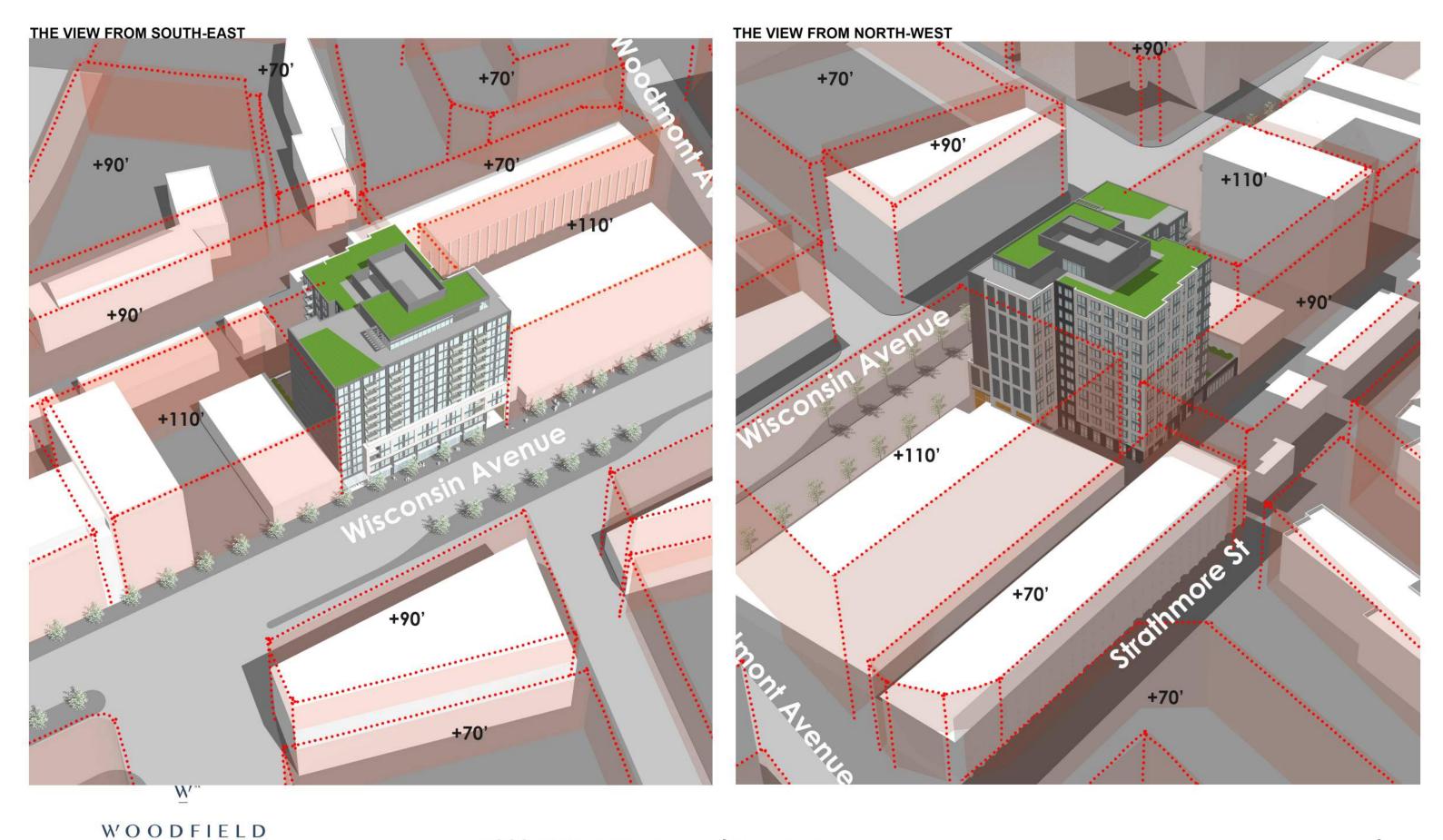








SK+I



SK+I STARR CAPITAL





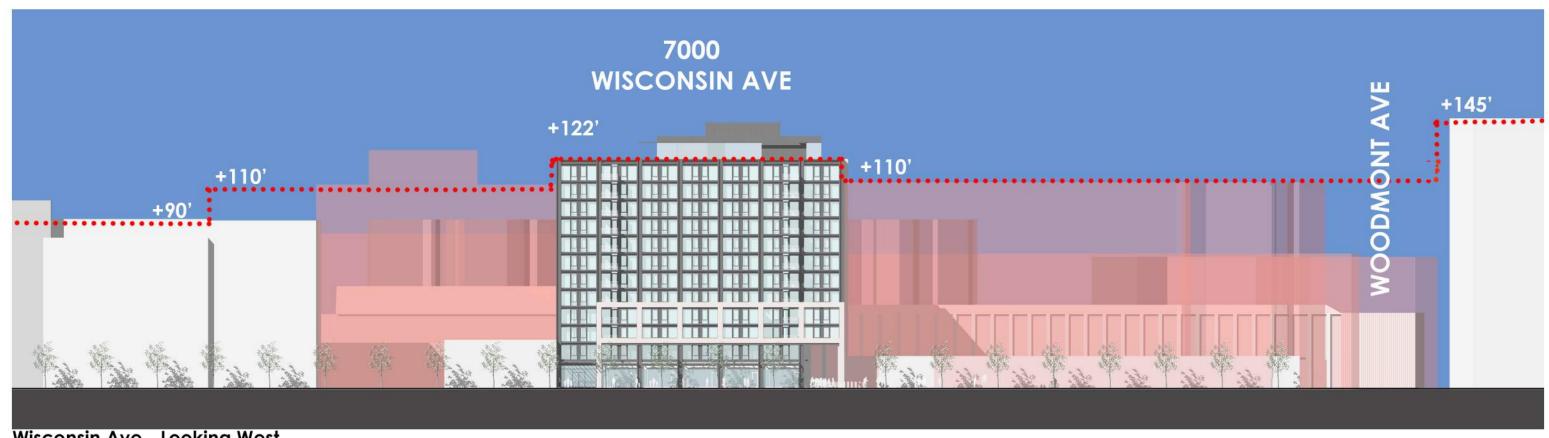
WOODFIELD DEVELOPMENT

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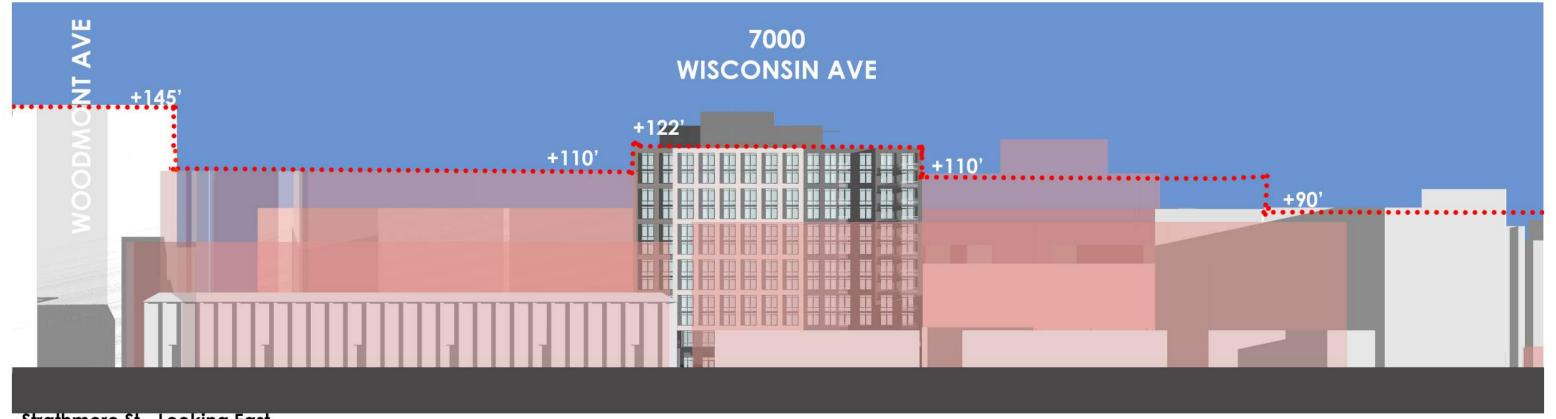
7000 Wisconsin Ave.

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NOV. 7th, 2019







Strathmore St - Looking East W' "

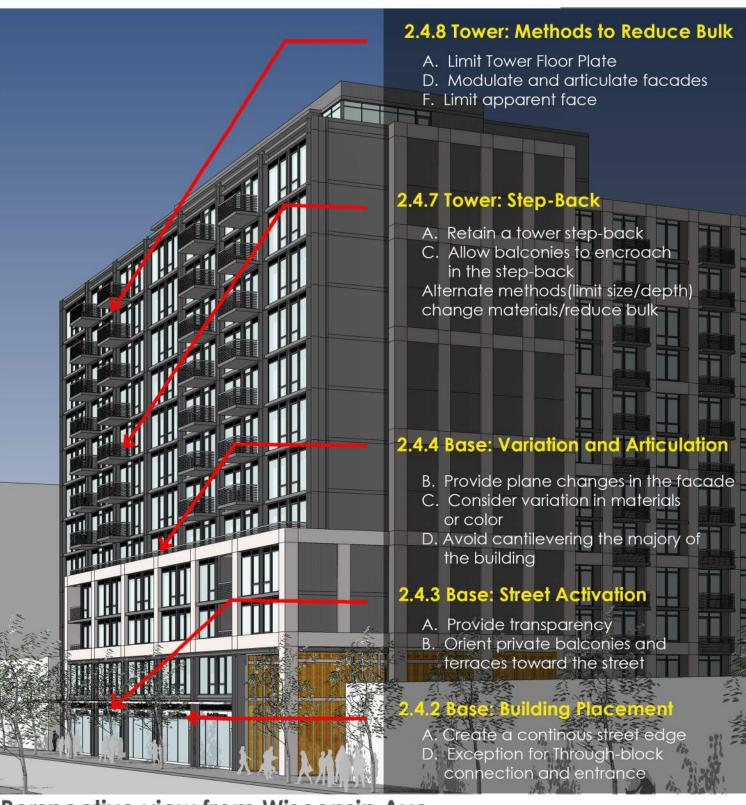
> WOODFIELD DEVELOPMENT

7000 Wisconsin Ave.

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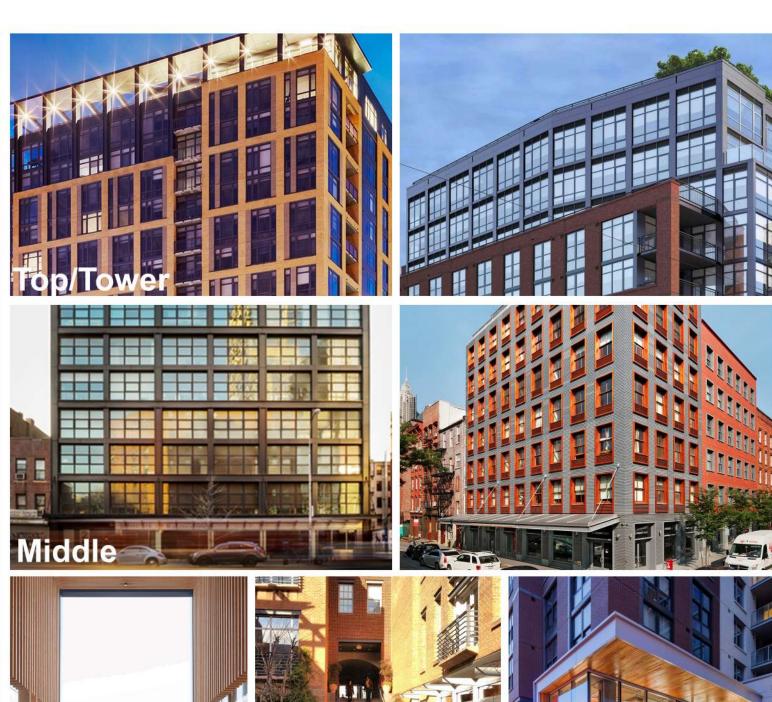
NOV. 7th, 2019



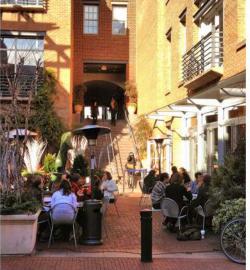


Perspective view from Wisconsin Ave

STARR CAPITAL

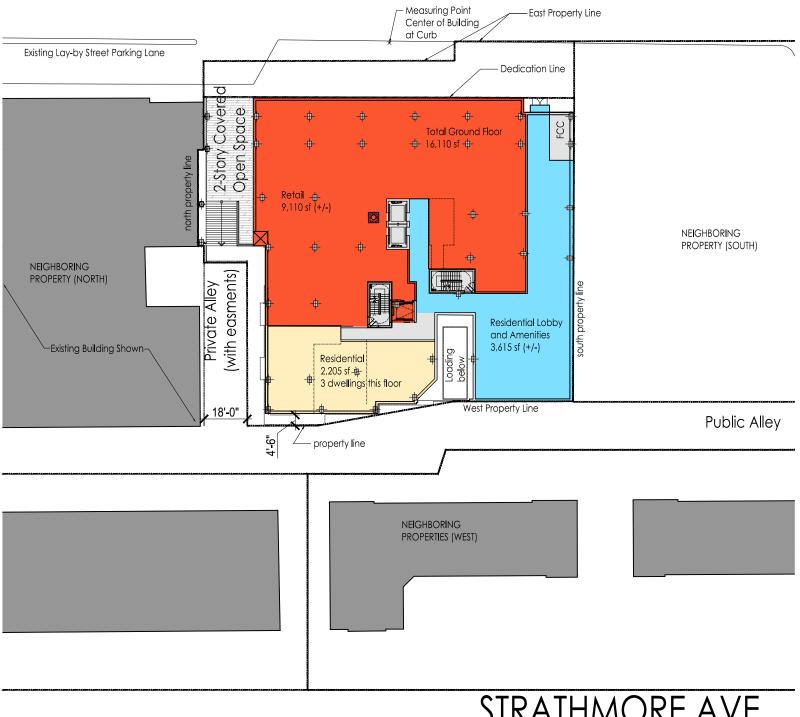


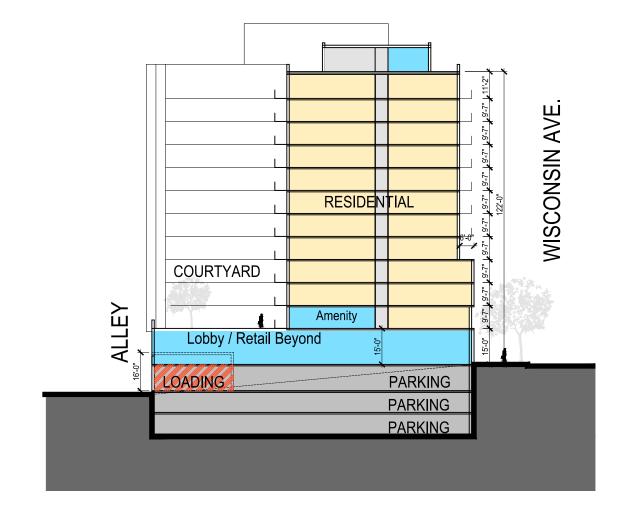






WOODFIELD DEVELOPMENT





STRATHMORE AVE

Ground Level Plan SCALE: 1" = 40'

Building Section SCALE: 1" = 40'



W' "

7000 Wisconsin Ave.

Bethesda, MD

NOV. 7th, 2019

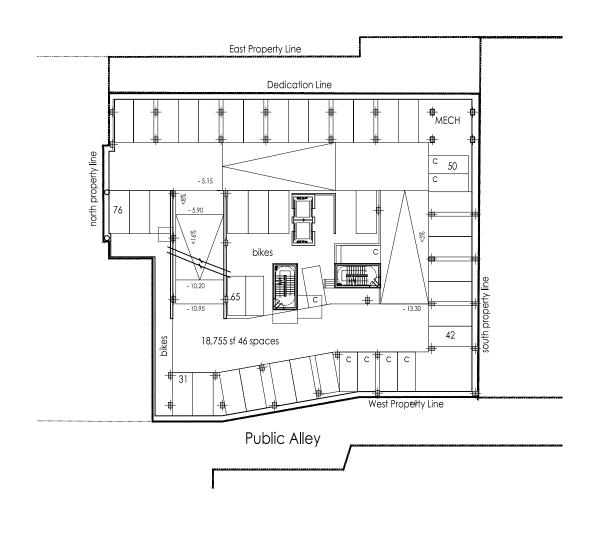
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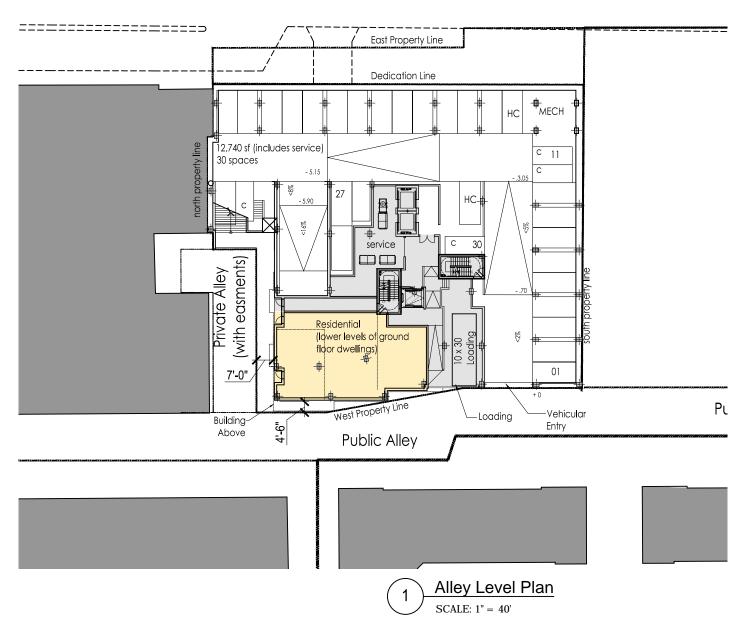
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Ground Level Plan and Section



WISCONSIN AVE





Typical Garage Plan (below grade) SCALE: 1" = 40'

W' "

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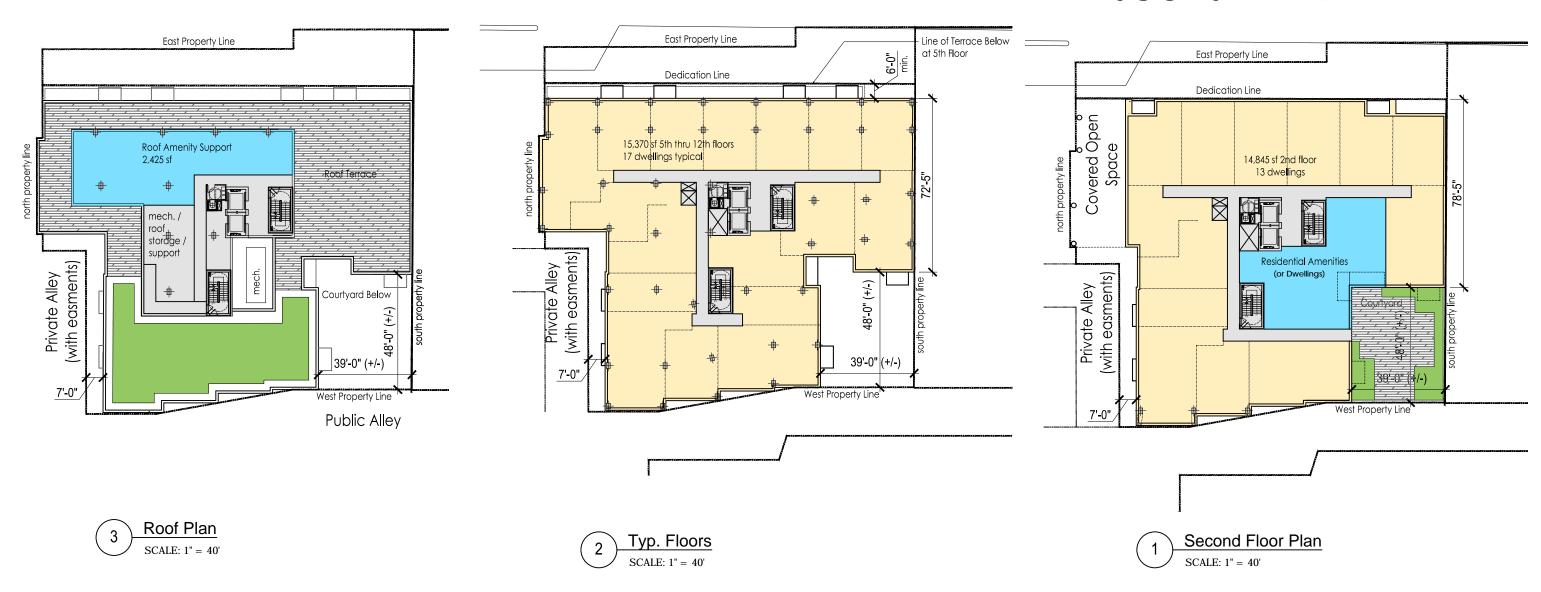
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NOV. 7th, 2019

Garage Plan and Alley Level Plan



W' "



DEVELOPMENT



7000 Wisconsin Ave.

Bethesda, MD

NOV. 7th, 2019

Upper Floors





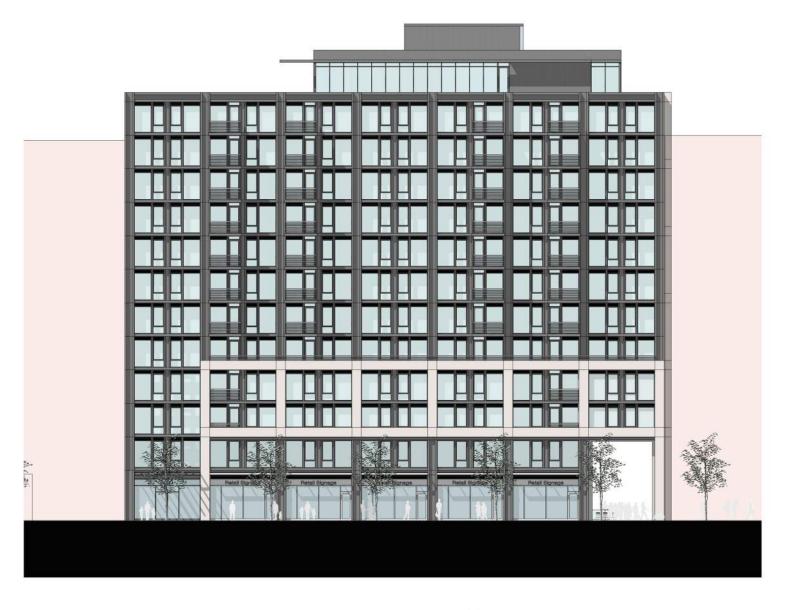
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Bethesda, MD

NOV. 7th, 2019





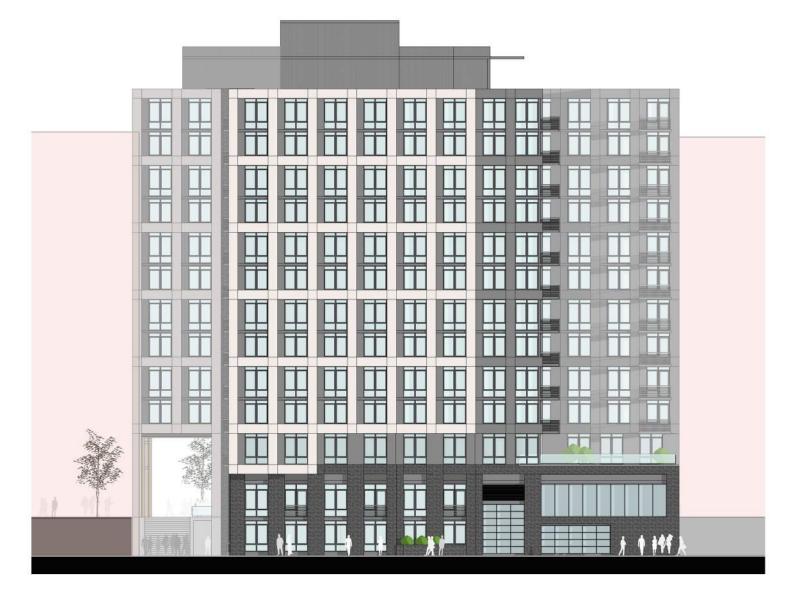




East Elevation North Elevation

M'







West Elevation South Elevation

M' "

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NOV. 6th, 2019





7000 Wisconsin Ave.

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ALLEY LEVEL IMPROVEMENTS: INTERIM CONDITION

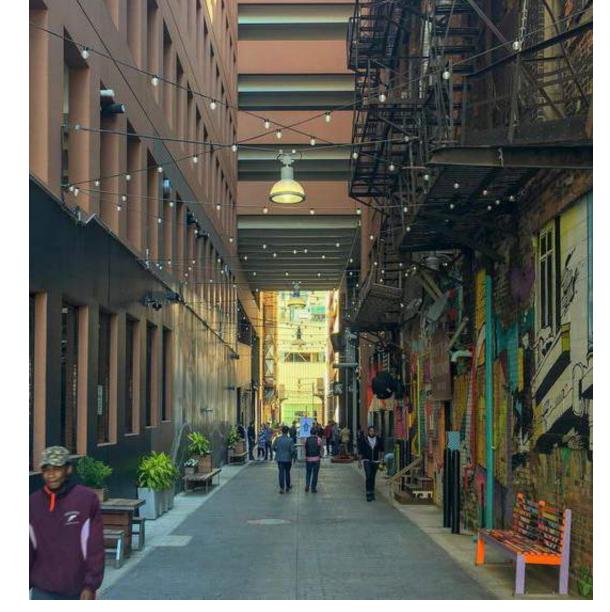
STUDIO39



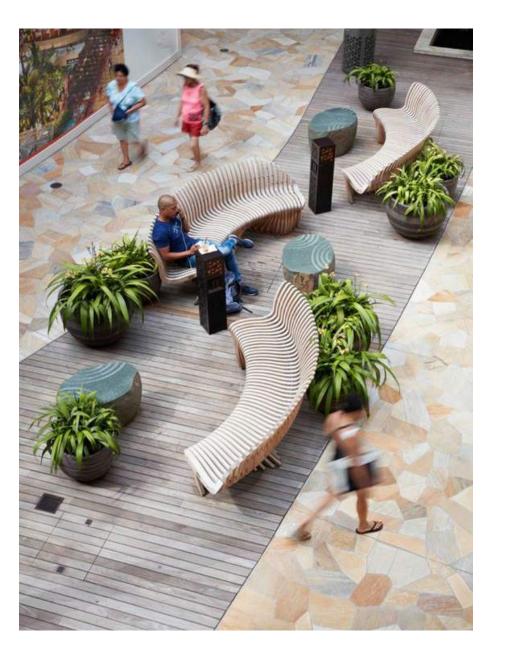
ALLEY LEVEL IMPROVEMENTS: POTENTIAL FUTURE CONDITION PLAN

STUDIO39# 19045 | NOVEMBER 7, 2019

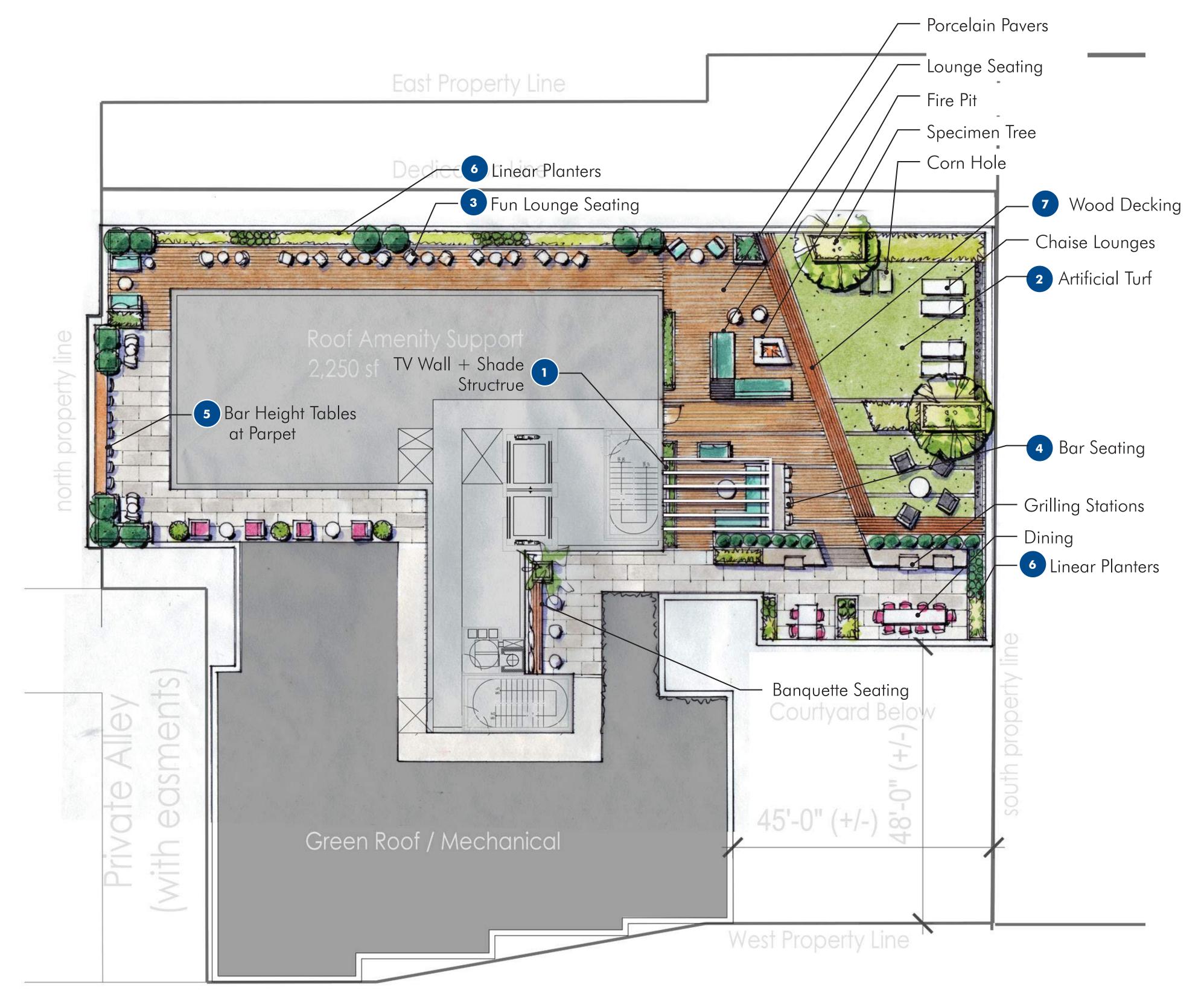


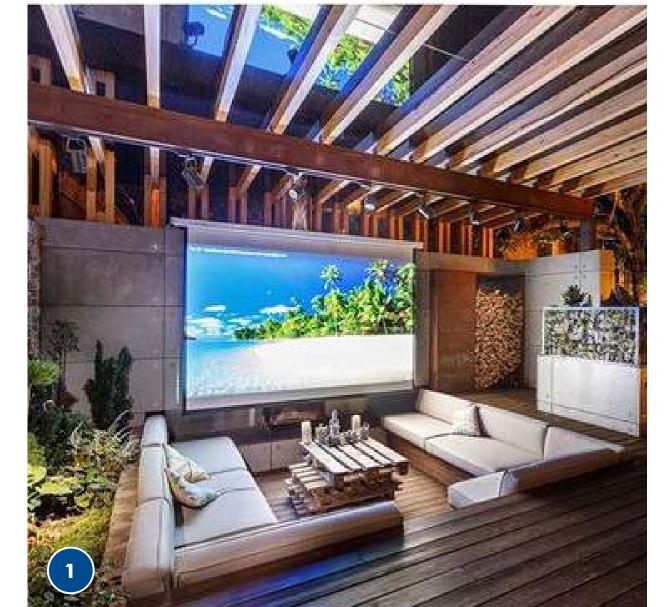


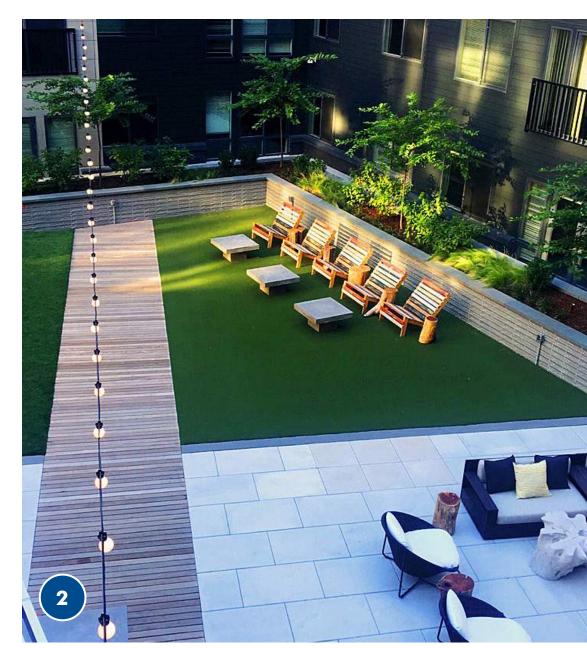


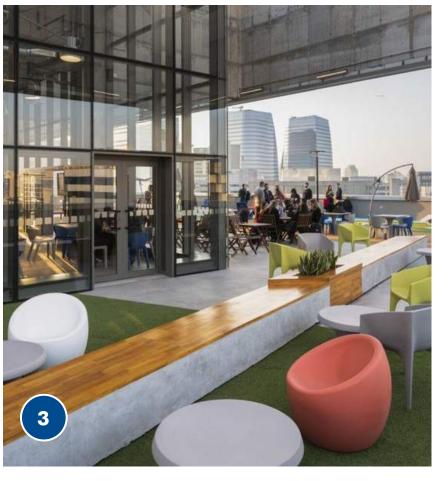










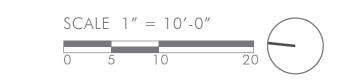


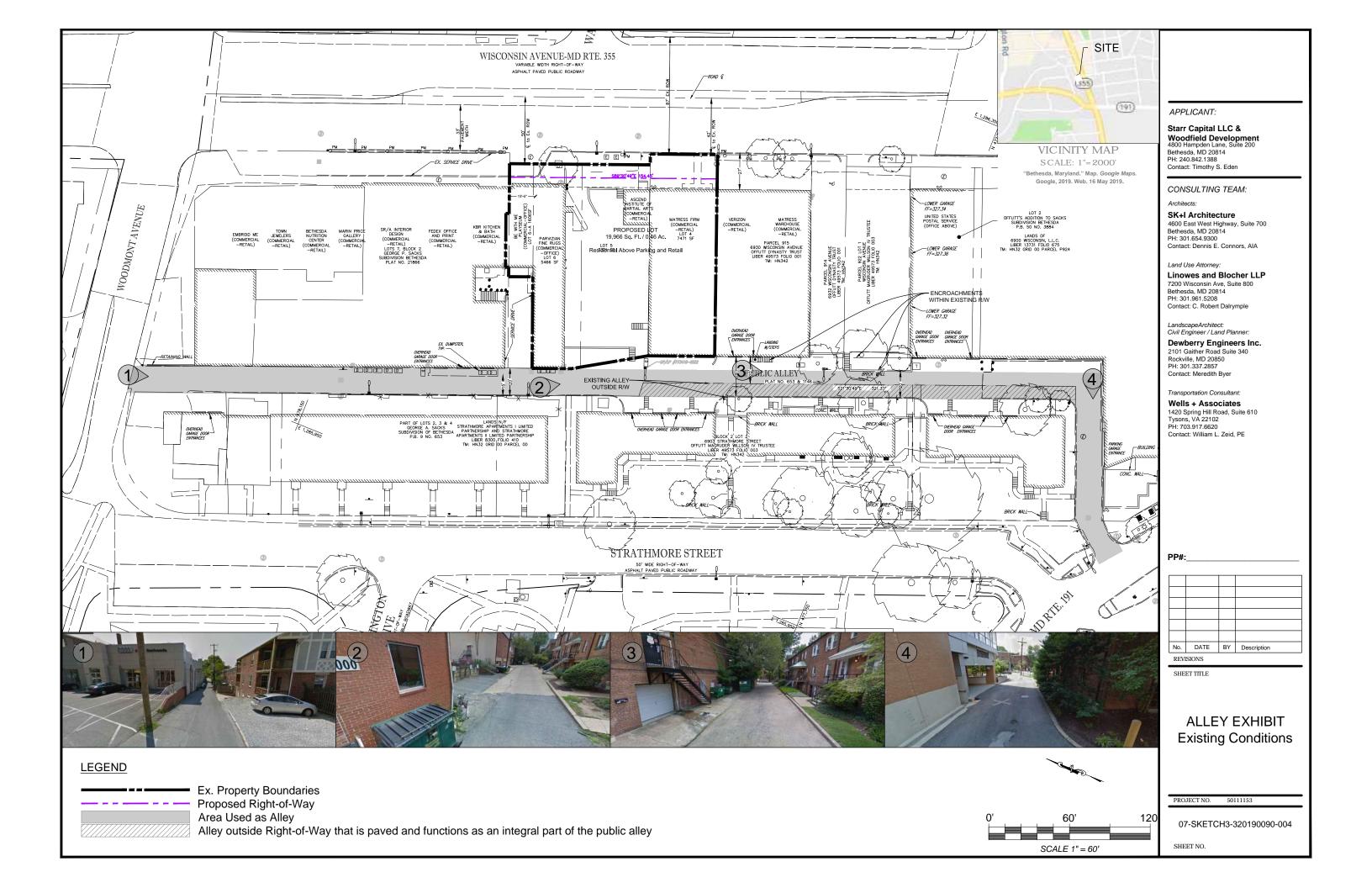


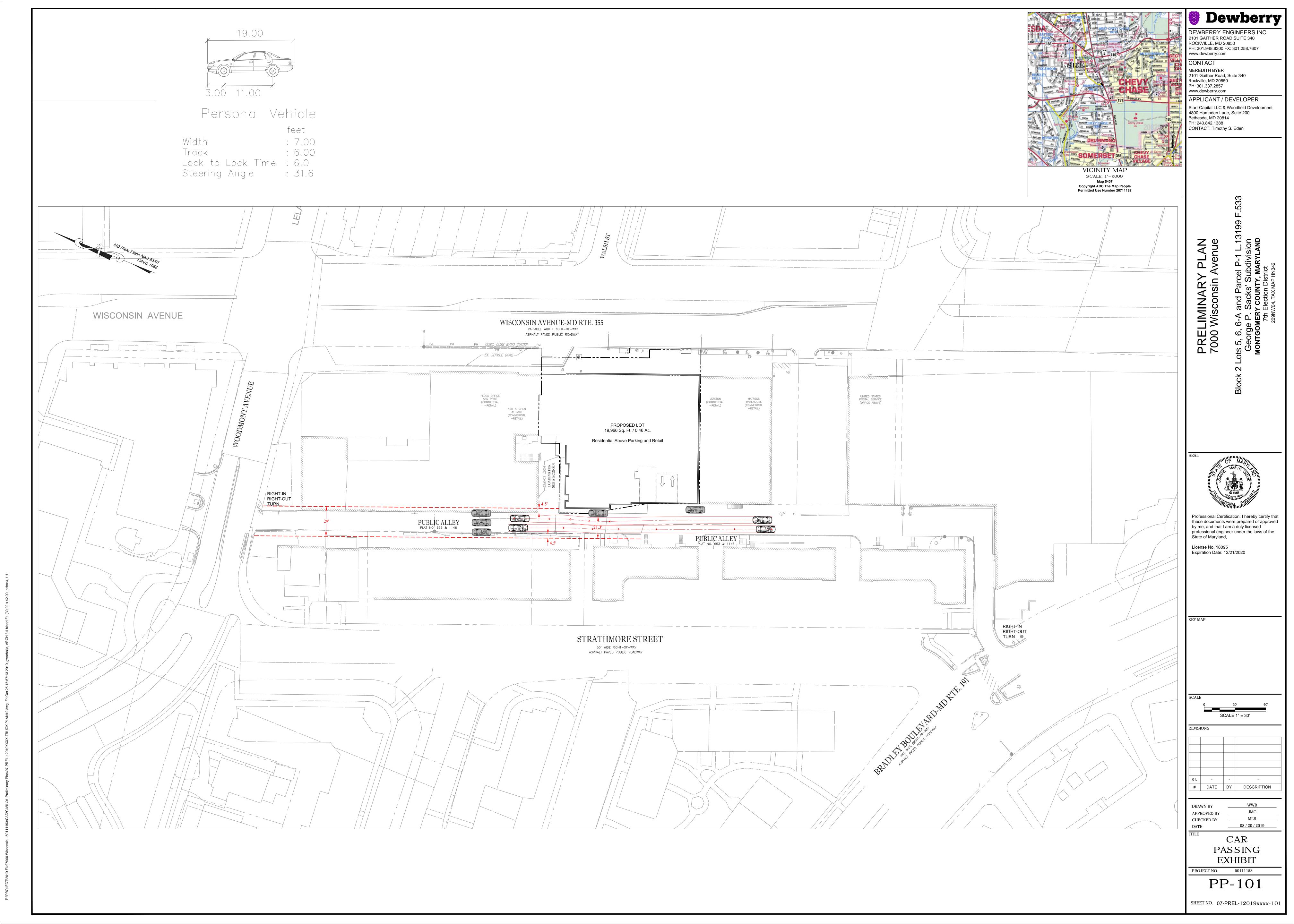


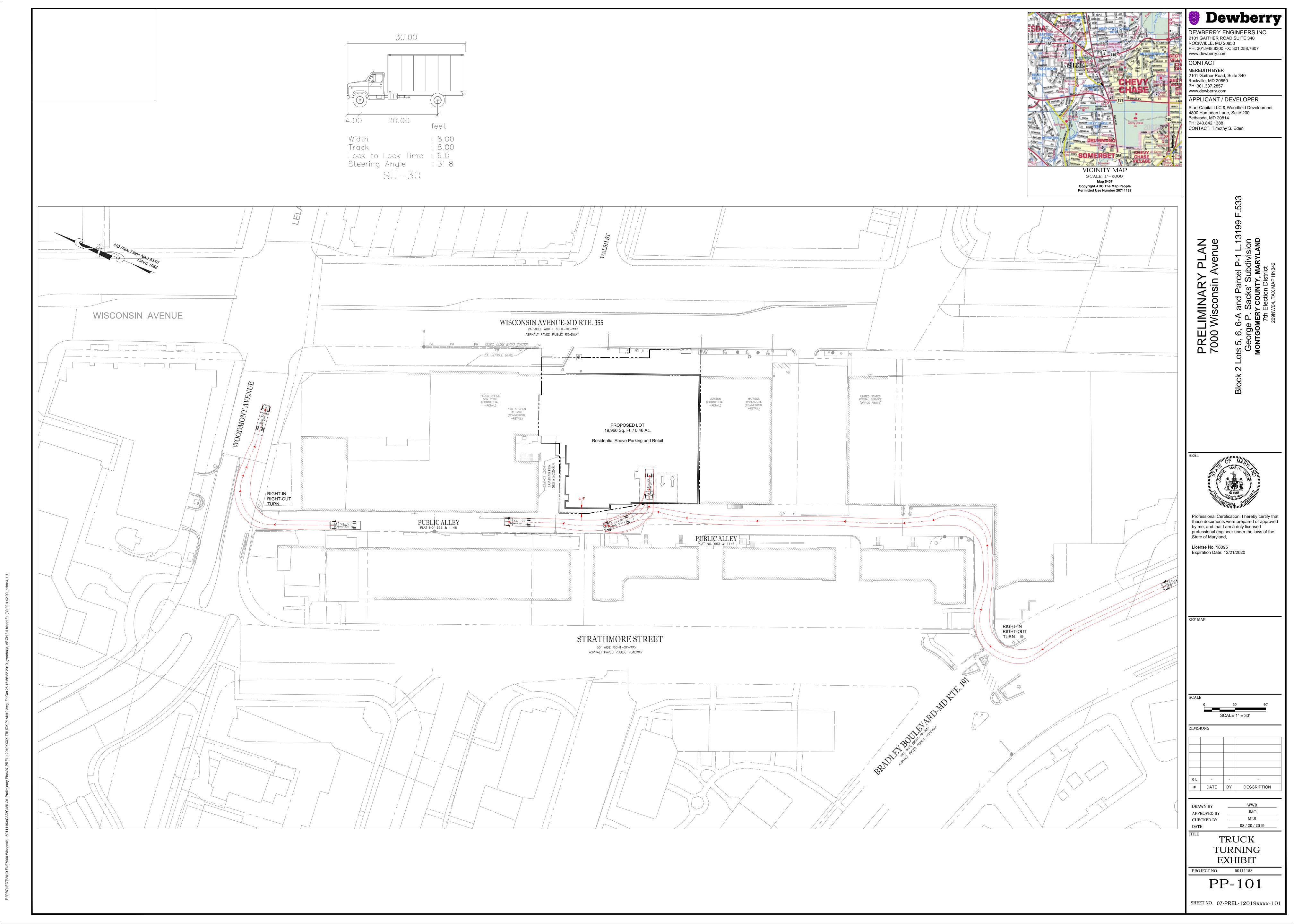














Transmittal

4600 East-West Hwy Suite 700, Bethesda, MD 20814

PROJECT: 7000 Wisconsin Ave. DATE: 11/8/2019

STA03

SUBJECT: WDP01 7000 Wisconsin DAP pre TRANSMITTAL ID: 00004

site plan submission

PURPOSE: For your use VIA: Info Exchange

FROM

NAME	COMPANY	EMAIL	PHONE
Dennis Connors 4600 East-West Hwy Suite 700 Bethesda MD 20814 United States	SK&I Architectural Design Group, LLC	dconnors@skiarch.com	301-654-9300

TO

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stephanie.dickel@montg omeryplanning.org		stephanie.dickel@montgomer yplanning.org	
elza.hisel- mccoy@montgomeryplan ning.org		elza.hisel- mccoy@montgomeryplanning .org	

REMARKS: To: Emily Balmer, Montgomery County Parks and Planning

Please find the attached DAP submission for 7000 Wisconsin.

- -Submission Form
- -Narrative
- -Presentation Package
- -Sketchup Model v 16 per county request.

Feel free to call with any comments or questions.

Dennis Connors, AIA Associate Principal 301-654-9300 ext 491

Transmittal

DATE: 11/8/2019
TRANSMITTAL ID: 00004

DESCRIPTION OF CONTENTS

QTY	DATED	TITLE	NOTES
1	11/8/2019	7000 Wisconsin Avenue - Site Plan DAP Submission Form.pdf	
1	11/8/2019	7000 Wisconsin Avenue - Supplemental DAP Narrative for Site Plan Submission.DOCX	
1	11/8/2019	20191107_WPD01 7000 Wisc Ave DAP pre site plan reduced.pdf	
1	11/8/2019	WDP01 model-4.5 feet NW corner setback-DAP 11072019-V2016.skp	

COPIES:

Joohan Kim Yun Kim

(SK&I Architectural Design Group, LLC)